Madrid acoge el Foro Today is the future, Cities fit for Europe's digital decade

Expertos internacionales se dan cita en la capital desde el 5 hasta el 7 de octubre para debatir sobre tendencias en transformación digital en las ciudades.

La agenda digital europea para la década 2020-2030 establece ambiciones claras e hitos clave para el futuro digital de Europa. Para apoyar la Década Digital, la Comisión Europea ha establecido el _Digital Compass_, un programa político que define objetivos concretos.

La "brújula digital" estipula que, en los próximos años, los ciudadanos europeos deberían estar empoderados proporcionando al menos al 80 % de la población las habilidades digitales básicas para apoyar la inclusión y una fuerza laboral capacitada digitalmente.

Complementando los objetivos del _Digital Compass_ se encuentra el concepto europeo de ciudadanía digital. Está incorporado en la declaración interinstitucional de la UE sobre derechos y principios digitales para la década digital (2022). Los principios ponen a las personas en el centro de las tecnologías digitales, propagando la libertad de elección, entornos en línea seguros, tecnología y servicios solidarios e inclusivos, participación igualitaria y soberana y dispositivos digitales sostenibles.

Las Administraciones locales son conscientes de que hacer realidad la visión de una Europa digital requiere comunicación, coordinación, colaboración y ejecución a diferentes niveles. Para que la década digital funcione para sus ciudadanos, la gobernanza multinivel es esencial.

El Foro Digital en Madrid ofrece una oportunidad única para discutir sobre cómo las ciudades están trabajando para dar forma a la década digital de Europa y qué necesitan para acercar las nuevas tecnologías a los ciudadanos de manera segura para una Europa sostenible.

Programa de alto nivel

El Foro Digital de Madrid tendrá lugar desde el miércoles 5 de octubre hasta el viernes día 7. El evento ofrece un programa completo que aborda la agenda digital de Europa desde una perspectiva local e incluye una amplia gama de actividades, como mesas redondas, conferencias por parte de expertos, talleres, seminarios web y visitas a centros donde se desarrollan proyectos de transformación digital en la ciudad de Madrid. Las visitas permitirán a los expertos obtener una

experiencia única sobre cómo la capital está impulsando proyectos innovadores para potenciar el desarrollo de habilidades digitales para sus ciudadanos y cómo se da forma a las colaboración público-privada para crear nuevas oportunidades de trabajo dentro de un mercado laboral que requiere la adquisición de nuevas competencias tecnológicas.

Agenda

Day 1: Wednesday, 5 October 2022

Venue information

Palacio de Linares
Casa de América
Plaza Cibeles, 28014, Madrid

The entrance to Palacio de Linares is on Calle Marqués del Duero, nº 2

Time (CET)	Agenda	Information	Hybrid
13:00 – 14:00	**Digital Forum Steering Committee meeting** Digital Forum Steering Committee meets during lunch.	Closed meeting	
14:00 - 14:30	**Registration** All members welcomed at Casa de America, central registration for activities and sessions.		

14:30 - 14:45
 	
Plenary
	Welcome Speech
	
	Madrid's Digital Decade
	
	\<session context\>
	
	Moderation:
	   - Eddy Adams, Urbact Programme Level expert
	
	Speakers:
	   - José Luis Martínez-Almeida, Mayor, Madrid
	   - Laia Bonet, Chair of the Eurocities Digital Forum, Deputy Mayor, Barcelona		

14:45 - 16:30 **Plenary**	**High-level panel** *On the road to sustainability: European collaboration and funding for digital solutions in cities.* Europe put forward ambitious green and digital agendas to drive the digital decade and combat climate change. The European Commission is betting on unprecedented funding opportunities, bold ideas, and solid cross border collaborations to effectively leverage digital solutions as an enabler for the twin green and digital transition. Join us in a panel on multi-level governance and financial instruments for cities to develop the digital solutions we need to reach our goals.	Open session	Yes

	Moderation: - Eddy Adams Introduction: - Andre Sobzcak, Secretary General, Eurocities Panellists: - - Santiago Saura, Councillor for Internationalization and Cooperation, Madrid - Laia Bonet, Deputy Mayor for the 2030 agenda, digital transition and international relations, Barcelona - Faouzi Achbar, Deputy Mayor Digital inclusion and digital skills, Rotterdam - Marie Zezulkova, Head of Urban Policy and Strategies Unit, Ministry of Regional Development, Czech Republic Conclusions: - Eddy Hartog, Head of Unit Technologies for Smart Cities, European Commission (TBC) **Draft agenda:** 14:45 – 14:50 Opening 14:50 – 14:55 Introduction panel 14:55 – 15:15 Opening statements 15:15 – 15:40 Question 1 + discussion 15:40 – 16:00 Question 2 + discussion 16:00 – 16:20 Question 3 + discussion 16:20 – 16:25 Conclusions 16:25 – 16:30 Closing	

16:30 - 17:15	**Transfer to site visit La Nave** Participants will be brought to the site visit by coaches. Coaches depart in front of Casa de America, Palacio de Linares. Please make sure to register for participation upfront.	
17:15 – 18:45	**Site visit – La Nave** *'La Nave is a space for urban innovation, open to all who have the attitude and the potential to transform the city Madrid'.* La Nave is the urban innovation space of the Madrid City Council. A meeting point for innovative citizens, companies and professionals who respond to the city's challenges. There are daily and training activities on new technologies and methodologies; a workspace with 35 resident start-ups and	Calle Cifuentes 5 28021, Madrid

	more than 290 innovative people; and an ecosystem of entrepreneurship and innovation made up of more than 2,730 members, including large corporations, technology centres, universities. https://www.lanavemadrid.com **Agenda:** 17:15 – 17:45 Welcome with refreshment 17:45 – 18:30 Visit to the facilities and project presentation 18:30 – 18:45 Closing		6
18:45 – 19:30	**Transfer to Dinner** Participants will be brought to the informal dinner location by coaches. Coaches depart in front of La Nave. Please make sure to register for participation upfront.		
19:30 - 21:30	**Informal Dinner – Jardín Fortuny** Dinner offered to Digital Forum members by the city of Madrid.	C. de Fortuny, 34, 28010 Madrid	

Day 2: Thursday, 6 October 2022

Venue information

Palacio de Linares
Casa de América
Plaza Cibeles, 28014, Madrid

The entrance to Palacio de Linares is on Calle Marqués del Duero, nº 2

Time (CET)	Agenda	Information	Hybrid
	MORNING SESSIONS		
09:00 - 10:00 **Plenary**	**Welcome and Madrid Digital Forum keynote** *Cities and Europe's Digital Decade - a look at digital strategies* Every day, cities develop, implement, and maintain a wide range of digital solutions to offer services to citizens and to shape and improve local policies. By driving public and private collaborations and testing new technologies on the ground, they effectively leverage the potential of innovation. Cities represent the interests of their citizens, safeguarding digital rights and developing projects in support of digital citizenship in a society increasingly marked by the digital age. On the European level, the Digital Decade drafts a comprehensive agenda with objectives in diverging areas. Tangible goals for skills, infrastructures, businesses and government provide guidelines for action to pursue the European digital ambitions for 2030. Starting from the Forum central theme, this keynote session explores how the European agenda relates to efforts on the local level. What are cities doing in a coherent digital strategy to effectively contribute to the ambitions towards 2030, what is the pivotal role of data, and how can interoperability support the goals that have been set? Moderator: - Eddy Adams High-level view: - Matilde Garcia Duarte, Head of General Coordination of the Mayor's office Speakers: - Bárbara Ubaldi, Head of Digital Government and Data Unit, OECD		

	- Natalia Aristimuño, Digital Services Director, DIGIT.D, European Commission (*virtual*) - Fernando de Pablo, General Director, Madrid Digital Office **Draft agenda:** 09:00 - 09:05 Welcome by moderator: Eddy Adams 09:05 - 09:10 High-level view on digital, rights and ethics: Matilda Garcia Duarte 09:10 - 09:25 Perspective: Bárbara Ubaldi 09:25 - 09:40 Perspective: Natalia Aristimuño 09:40 – 09:50 Perspective: Fernando de Pablo 09:50 - 10:00 Closing remarks &instructions for today's programme: Eddy Adams		
10:00 - 11:00 **Breakout**	**Breakout sessions 1 – Europe's Digital Decade (parallel sessions)** Breakout session A: *'Scaling-up solutions for cities: working on standardisation and interoperability for the Internet of Things (IoT)'* Being connected by 5G and generating and exchanging data through platform solutions, cities could benefit from data and exchange standards as well as interoperability guidelines for the Internet of Things. Working in a triple-helix setup with (local) businesses and the Universidad Politécnica de Madrid, the city of Madrid operates an innovation lab to develop and test a comprehensive city IoT network. The goal is to create a common infrastructure, defining a city-wide standard that can set an example for other European cities. At the same time, cities consider ways to safely and effectively operate on large amounts of data and work to articulate and prioritise use cases to maximise the value of collected data. What are the developments on infrastructure and standardisation, how can local authorities use IoT data to make better cities, and how can they work together? Moderation: - Manuel Sierra Casta, Director of ETSI Telecommunications at the Polytechnic University of Madrid Speakers:		

	- Asunción Santamaría, Universidad Politecnica, Madrid - Edgar Kletnieks, Head of Product, Riga Digital Agency, Riga **Draft agenda:** 10:00 – 10:05 Welcome 10:05 – 10:20 Riga 10:20 – 10:35 Madrid Lab: 5G & IoT standardisation 10:35 – 10:55 Reflections and discussion 10:55 – 11:00 Closing
Plenary	

Breakout session B:

Tools to uphold citizens' digital rights at the local level

How do we use technology responsibly? The increased role of technology our societies, and the ongoing development leading to more complex systems, automation and unattended implementation in commercial and public processes asks for more awareness among a range of responsible stakeholders.

While working towards a digital decade, where the goal is to develop human-centric technologies, we need updated guidelines, new tools, and mechanisms to govern the development, use and implementation of technology in our cities.

Many cities are working to support the responsible use of technology in their city. Madrid is developing a 'decalog' outlining ten principles to safeguard citizens' digital rights, while the Cities Coalition for Digital Rights connects cities globally on the topic digital rights, developing tools like a local digital rights governance framework and providing a helpdesk to support cities in their mission.

Moderation:
- Federica Bordelot, Senior policy advisor, Digital Forum, Eurocities

Speakers:
- Blanca Muñoz, Head of Department Data Management Strategy, Madrid
- Michael Donaldson, Chief Technology Officer, Barcelona

Draft agenda:

10:00 – 10:05 Welcome
10:05 – 10:20 Presentation of Madrid's Decalog

	10:20 – 10:35 Presentation of Barcelona's Artificial Intelligence strategy 10:35 – 10:55 Reflections and discussion 10:55 – 11:00 Closing		
11:00 - 11:30	**Coffee break**		
11:30 - 12:30 ==Plenary==	**Breakout sessions 2 – Europe's Digital Decade (parallel sessions)** Breakout session A: *What to do with data? Developing data-driven solutions for digital public services* An important pillar the Europe's digital decade is the digitalisation of public services. Cities can leverage the potential of technology to boost efficiency of its operations, develop news services for its citizens or improve the outcome of existing solutions; opportunities are countless. More specifically, the increased offering and use of digital solutions have created valuable data flows in various processes and multiple domains. In turn, these data flows enable the development of new data-driven solutions. Solutions that leverage the potential of data to realise scaling effects, increase reliability, and to improve efficiency and effectivity. Like many cities, Madrid has been actively working on the digitalisation of its services over the last decade, and it is now using data to provide smart taxation solutions to its citizens. Other cities combine data from different sources to gain a (real-time) overview of their city to improve transport, crowd, and event management. Moderation: - Federica Bordelot, Senior policy advisor, Digital Forum, Eurocities Speakers: - Alvaro Tapias, Deputy Director of Technology and Tax Information Agency, Madrid - João Tremoceiro, Director Lisbon Urban Management and Intelligence Center, Lisbon - **Draft agenda:** 11:30 – 11:35 Welcome 11:35 – 11:50 Presentation data driven smart tax solution by Madrid		

Breakout	11:50 – 12:05 Presentation data driven information services by Lisbon 12:05 – 12:25 Questions & discussion audience 12:25 – 12:30 Closing **Breakout session B:** *(Cyber)securing Europe's Digital Decade* At the basis of Europe's digital decade are secure and performant, sustainable digital infrastructures. For cities, (cyber)security is becoming a more relevant topic, as they increasingly leverage the potential of digital tools and technology to organise processes and deliver services to citizens. Cities play a connecting role in complex ecosystems, offering services across domains in public and private partnerships. What does this mean for cybersecurity and what is needed beyond infrastructures and skills to secure the Digital Decade? Moderation: - Lodewijk Noordzij, Policy advisor, Digital Forum, Eurocities Speakers: - Jose Ángel Álvarez, Head of Cybersecurity Center, Madrid - Joab de Lang, Cybersecurity Strategist, Municipality of Rotterdam & Eurocities Cybersecurity Community of Practice **Draft agenda:** 11:30 – 11:35 Welcome 11:35 – 11:50 Presentation Madrid Security Operations Center 11:50 – 12:05 Presentation Rotterdam 12:05 – 12:25 Questions from the audience & discussion 12:25 – 12:30 Closing		
12:30 – 14:00 **Plenary & Breakout**	**Digital Forum Highlights** *Digital Forum policy and project updates* With 'Digital' as a prominent topic on the European agenda, the Digital Forum is growing and its number of activities increasing. This session serves to highlight several engagements of the Forum to update and inform members of		

	what is happening, and who are involved. Speakers: - Federica Bordelot, Senior policy advisor, Eurocities - Lodewijk Noordzij, Policy advisor, Eurocities - Irene Vivas Lalinde, Project Officer, CitiMeasure, Eurocities - Mayra García-Blásquez Lahud, Project Coordinator UserCentriCities, Eurocities **Draft agenda:** 12:30 – 12:35 Opening Digital Forum selected highlights 12:35 – 13:00 Round 1: EU Policy update 13:00 – 13:25 Round 2: UserCentriCities **or** Living-in.EU 13:25 – 13:50 Round 3: CitiMeasure **or** Digital Forum LAB 13:50 – 14:00 Plenary closing		
14:00 – 15:15	**Networking & lunch** Lunch and networking at the venue.		
AFTERNOON SESSIONS			
15:15 - 16:45 Plenary Breakout	**Digital Forum working group meetings** **(Parallel sessions)** WG session A: *Digital Forum session on **local digital twins**:* *Considering learnings of the task force and look ahead: what are plans for future implementations?* \<session context\> - **Draft agenda:** 15:15 – 15:20 Welcome & introduction 15:20 – 15:40 Task force Digital twins: take-aways, process & future steps 15:40 – 16:00 What next: Local digital twins Madrid 16:00 – 16:20 What next: Local digital twins Utrecht 16:20 – 16:40 WG Foresight: agenda for 2023 16:40 – 16:45 Closing WG session B: *Digital Forum **WG Data session** on the EU Data Strategy:*	Open to all members	

	Local implementation of the European data strategy - Governance for a data space for smart communities (TBC). <session context> Moderation: - Daniel Sarasa Funes, Co-chair WG Data, Managing Director Zaragoza City of Knowledge, Zaragoza - Jayan Areekadan, Co-chair WG Data, Multiproject manager, City of Cologne - Antonio Jose Garcia de la Paz, Director, Directorate General Data for the Digital Office, Madrid - Rennes (TBC) **Draft agenda:** - 15:15 – 15:20 Welcome & introduction 15:20 – 15:35 Taking stock: WG data activities 15:35 – 16:35 Smart cities data space governance 15:35 – 15:45 Zaragoza - 15:45 – 15:55 Rennes - 15:55 – 16:15 Learning from the audience (Polls) 16:15 – 16:25 Madrid - 16:25 – 16:35 Cologne - 16:35 – 16:45 Next steps & Closing		
16:45 – 17:00 **Plenary**	**Wrap-up day two** *All participants meet in the plenary room for a wrap-up by Eddy Adams.*		
17:00 – 17:15	**Transfer to site visit Espacio Fundación Telefonica** Gather in front of the main venue, Palacio Lineares. Participants will **walk** from the main venue.		
17:15 – 18:15	**Site visit – Exhibition at Espacio Fundación Telefónica** Espacio Fundación Telefónica emerged from the foundation´s desire to increase the spread of knowledge and to promote exhibitions, meetings and activities that connect innovation, creativity, art and technology within society. The Telefónica Foundation is offering Digital Forum participants guided tours (with a guide who will give explanations in English) of the following two exhibitions, related to cities and technology: -Exhibition "Connections in the Telefonica collection": The collection brings together 90 pieces from the art collection, including works from internationally renowned artists such as Juan Gris, Antoni Tàpies and Eduardo Chillida, that converse	Calle de Fuencarral 3 28004, Madrid	

	and coexist with unique items from Telefónica's technological heritage. -Exhibition "Liam Young: Worldbuilding": Known for the captivating visions of his imaginary worlds, Liam Young's work explores the impact of technology on people's lives and its influence on the transformation and redefinition of cities. His work as a filmmaker and speculative architect has received international acclaim for its contribution to the design and visualisation of tomorrow's cities, encouraging us to reflect on the challenges we face. **Draft agenda:** 17:15 – 18:15 Guided visits. We will be divided into groups and each participant will be able to choose which guided tour to join or to see the exhibitions on their own		
18:15 – 19:30	**Refresh in hotel**		
20:00 - 22:00	**Dinner – Palacio Cibeles, Plaza de Cibeles** Official dinner offered to participants by the city of Madrid.	Plaza Cibeles 1 28014, Marid	

Day 3: Friday, 7 October 2022

Venue information

Palacio de Linares
Casa de América
Plaza Cibeles, 28014, Madrid

The entrance to Palacio de Linares is on Calle Marqués del Duero, nº 2

Time (CET)	Agenda	Information	Hybrid
09:15 – 09:30	Participants settling in		
09:30 – 10:30 **Plenary**	**Digital competences for Madrid's citizens** *Digitalisation of services and the development of digital competencies in Madrid's Employment Agency.* Putting Europe's digital decade in practice, cities make an effort to transform the workforce and develop new ways to make supply and demand on the job market meet. Speakers: - José María Meneses, General Manager of Agencia para el Empleo de Madrid, Madrid - Miguel Angel Alemany Haro, Head of Active Employment Policies of Agencia para el Empleo de Madrid, Madrid **Draft agenda:** 09:30 – 09:35 Welcome 09:35 – 09:40 Introduction 09:35 – 10:25 Selected initiatives on digital employment services for citizens: 'Virtual employment journeys', '"Gamification and Virtual Reality" & skills development.', 'Alphatic & digital literacy', 'Virtual Visit to IT San Blas Centre' 10:25 – 10:30 Closing		
10:30- 11:30 **Plenary**	**Impact of ICTs on the labour market and on training** To reach the goals of the digital decade, providing European citizens with basic digital skills and increase efforts to realise a highly skilled digital workforce, it is important to understand the impact of digitalisation on the labour market.		

This panel will address the offer and development of digital products or services for unemployed people and assesses technological issues related to employment.

Moderation:
- Eddy Adams

Speakers:
- Nines Turón, Deputy Director General for Information and Communication Technologies, SEPE (TBC)
- Alejandra Gail, Pro Bono Programme, Accenture Foundation
- Maria Euwema, Deputy Executive Digitalisation Digibank U-Connect, City of Ghent
- Wilhelmiina Griep, Project Manager, City as MyData Operator, Services Development, Espoo

Draft agenda:

10:30 – 10:35 Opening - Welcome
10:35 – 10:45 Introducing panellists
10:45 – 11:00 Question 1 to panel
11:00 – 11:15 Question 2 to panel
11:15 – 11:25 Questions from audience
11:25 – 11:30 Closing

11:30 – 12:00	**Coffee break**		
12:00 - 13:30 **Plenary**	**Digital Forum & Social Affairs Forum webinar** *Impact of ICTs on society: measuring the digital divide* The Digital Decade sets targets for digital skills for citizens, and the complementary declaration on digital rights and principles proposed in January 2022 puts people at the centre of digital technologies. With an increased focus on the digital transformation of Europe, it is now crucial to make sure that no one is left behind. Technology only works for people under the right conditions, and skills and access are diverse factors that influence citizens' capacity to participate in a digital society. Accordingly, the digital divide has many facets and manifests itself differently in different groups in society, challenging cities in their efforts to effectively include citizens in the digital era. A conversation started during the Social Affairs Forum in Barcelona in May 2022, fuelled by the Commission's initiative to improve the provision of digital skills in education, is now even		Yes

	more relevant under the ambitions of Europe's digital decade to achieve a digitally skilled population. Cities undertake various activities to support digitally competent citizens. Cities undertake various activities to support people in the digital age, but how do we define vulnerable groups in the digital divide? What are their main challenges, and how can cities support them to overcome these? And how can European cities collaborate to bridge the digital divide? Moderation: - Kasper van Hout, Co-chair WG Digital Citizenship, European projects and programmes expert, Murcia - Gianluca Saba, Co-chair WG Digital Citizenship, Head of International Relations Office, Genoa Speakers: - Jose Manuel Azorín, President of EMANCIPATIC, Madrid - Sophie Woodville, Project Manager Open Innovation, Bordeaux Metropole - Marek Bobis, Policy officer, European Committee of the Regions & Living-in.eu subgroup on monitoring & measuring **Draft agenda:** 12:00 – 12:05 Welcome 12:05 – 12:20 Taking stock: WG Digital Citizenship activities 12:20 – 12:40 Madrid: digital divide for seniors - Area Families with Emancipatic & Madrid te acompaña 12:40 – 12:55 Bordeaux: Cities tackling the digital divide in Europe. 12:55 – 13:25 EU & Eurocities – joint action to measure the divide? 13:25 – 13:30 Closing		
13:30 - 14:00 Plenary	**Forum closing** *Digital Office Madrid x Eurocities* <session context> Moderator: - Eddy Adams Panel: - Begoña Villacís, Vice Mayor, Madrid - Fernando de Pablo, General Director, Madrid Digital Office, Madrid - André Sobczak, Secretary General, Eurocities		

	Draft agenda: 13:30 – 13:35 Welcome 13:35 – 13:50 Annual meeting main take-aways - Reflections - Questions to audience 13:50 – 13:55 Next steps & Host city Digital Forum 2023 13:55 – 14:00 Thank you and closing		
14:00 - 15:30	**Lunch – networking and goodbyes!** Light lunch, participants will be able to take-away to catch their flight.		